

CLAIMS

WHAT I CLAIM IS:

1. ~~A composition comprising: a non-adhearing gel formed from (a) 100 parts by weight of one or more high viscosity triblock copolymer; (b) from about 300 to about 1,600 parts by weight of a plasticizing oil; (c) a minor amount of one or more selected from the group consisting of stearic acid, lauric acid, myristic acid, palmitic acid, calcium stearate, magnesium stearate, zinc stearate, and aluminum stearate in combination with; (d) at least one wax or fatty amides; <sup>and</sup> a said composition characterized by a gel rigidity of from about 20 to about 800 gram Bloom.~~

2. ~~A non-adhearing gel of claim 1, wherein said triblock copolymer is a linear, multi-arm, branched, or star shaped copolymer of the general configuration poly(styrene-ethylene-butylene-styrene), poly(styrene-ethylene-propylene-styrene), or a mixture thereof and optionally in combination with a selected amount of at least one polymer or copolymer selected from the group consisting of poly(styrene-butadiene-styrene), poly(styrene-butadiene), poly(styrene-isoprene-styrene), poly(styrene-isoprene), poly(styrene-ethylene-propylene), low viscosity poly(styrene-ethylene-propylene-styrene), low viscosity poly(styrene-ethylene-butylene-styrene), poly(styrene-ethylene-butylene), polystyrene, polybutylene, poly(ethylene-propylene), poly(ethylene-butylene), polypropylene, or polyethylene, wherein said selected copolymer is a linear, branched, multiarm, or star shaped copolymer.~~